

## Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-11 LAB-06 NSAE-00

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FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 5016

UNCLAS BOGOTA 8652

EO 11652: NA

TAGS: BEXP, CO

SUBJ: BOGOTA EXHIBITION

REF: A) USDOC 13655; B) BOGOTA 8536; C) BOGOTA 8232

1. AMBASSADOR AND APPROPRIATE MEMBERS CCP TASK FORCE  
MET SEPTEMBER 24 TO REVIEW STATUS OF PLANNING FOR  
MARCH 1975 SOLO. FOLLOWING RECOMMENDATIONS EMERGED:

### A. INCLUSION AGRICULTURAL MACHINERY AND EQUIPMENT

WE CONTINUE TO BELIEVE THAT A LIMITED NUMBER OF -  
AGRICULTURAL EXHIBITORS SHOULD BE INCLUDED IN SHOW,  
PARTICULARLY IN VIEW OF NEW COLOMBIAN GOVERNMENT'S  
PUBLICITY ANNOUNCED DECISION TO GIVE HIGH PRIORITY  
TO DEVELOPMENT OF THE AGRICULTURAL SECTOR. WE  
ENVISAGE FIVE OR SIX DISPLAYS OF AGRICULTURAL EQUIPMENT  
WITH EXHIBITORS BEING RECRUITED LOCALLY RATHER THAN  
BY WASHINGTON.

B. ADMITTING THE PUBLIC- WE RECOMMEND THAT THE EXHIBITION  
BE EXTENDED THROUGH MARCH 16 WITH THE PUBLIC BEING  
ADMITTED ON THE LAST DAY, A SUNDAY, U.S. SOLO WILL BE A  
MAJOR EVENT IN BOGOTA AND WILL BE WIDELY PUBLICIZED. A  
"PUBLIC DAY" WILL ENHANCE IMAGE OF BOTH THE U. S. AND  
THE INDIVIDUAL EXHIBITORS BY DEMONSTRATING ADVANCED U. S.  
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TECHNOLOGY TO A WIDE AUDIENCE. WE WOULD PLAN TO CHARGE

AN ADMISSION FEE ON THE PUBLIC DAY WITH PART OF THE PROCEEDS GOING TO THE FAIR AUTHORITIES TO COVER THE COST OF EXTRA GUARDS, TICKETTAKERS, ETC. AND THE BALANCE BEING DONATED TO AN APPROPRIATE RECIPIENT.

C. OUTSIDE SPACE- REFTEL A) PROPOSED THAT OUTSIDE SPACE BE SOLD FOR \$5.00 PER SQUARE METER AND THAT EXHIBITORS TAKING OUTSIDE SPACE BE REQUIRED ALSO TO TAKE AT LEAST ONE INSIDE BOOTH. WE HAVE NO PROBLEM WITH GENERAL CONCEPT BUT, IN ORDER PROMOTE FULL UTILIZATION OF PAVILION, WE WOULD PREFER TO 1) COME UP WITH FIXED INSIDE/OUTSIDE SPACE FORMULA SUCH AS EACH 50 SQUARE METERS OF OUTSIDE SPACE REQUIRES RENTAL OF AT LEAST 15 SQUARE METERS OF INSIDE SPACE OR 2) RESTRICT OUTSIDE SPACE TO THOSE PRODUCTS NOT SUITABLE FOR DISPLAY INSIDE THE PAVILION, SUCH AS TRACKED VEHICLES.

2. WE ARE LOOKING FORWARD TO EARLY RECEIPT OF PRINTED LITERATURE AND REGISTRATION FORMS FOR EXHIBITORS AND TO MID-OCTOBER VISIT BY THOMAS.

VAKY

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